ARIA (SINING) REN

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URL: LinkedIn Profile; Github

EDUCATION

WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL, ST. LOUIS, MO   **December 2019**
Master of Science in Business Analytics (STEM)
- GPA: 3.92/4.0; GMAT: 700; SQL: A+; Predictive Analytics: A+
- Main Courses: Database Design and SQL, Python and Data Science, Predictive Analytics, Causal Inference, Big Data & Cloud Computing

BEIJING FORESTRY UNIVERSITY, BEIJING, CHINA   **June 2018**
Bachelor of Agriculture in Ornamental Horticulture

PROFESSIONAL QUALIFICATIONS

- Quantitative Analytics
- Analytics-driven Storytelling
- Multi-Disciplinary Communication
- Software: SQL, Tableau, Python, R, Alteryx, Domo, Spotfire, Qlik, SAP, Agile, SAS, SPSS, Excel, Spark, Hadoop, Hive, GCP, Latex

WORKING EXPERIENCE

BAYER CROP SCIENCE Oxnard, CA   **March 2020-Present**
Business Process Analyst (contractor)
- Developed Production Tracking Dashboard on Tibco Spotfire to provide seed arrival timeline and worldwide plant performance overview, cutting production delay loss by $1 million per month
- Created ETL Pipeline to acquire weekly Top Focus products via SAP Business Object and Python, saving 10-hour manual work per week
- Built and updated Absolute Transparent Tool by designing Excel pivot table to balance real-time monthly market demands and supplies
- Designed Production Risk Score Board by analyzing historical 3-year worldwide orders to avoid loss resulted from late operation

SCHNUCK MARKETS, INC. St Louis, MO   **May 2019-December 2019**
Data Analytics & Business Intelligence Intern
- Automated Rewards Reporting by creating ETL flow via SQL, Alteryx and Domo Dashboard, saving labor hours by 5 hours per week
- Built K-means clustering model via Python to get Product-based Store Clusters, which would improve company distribution efficiency
- Evaluated store display remodeling by Root Cause Analysis to prove sales effect and make recommendations, driving sales for company
- Fulfilled pitch research by analyzing KPI in multiple levels to identify leading roles and discontinue selling items, saving $3 million yearly

WUCCI (Washington University Center for Cellular Imaging) St Louis, MO   **January 2019-April 2019**
Research Analysis Assistant (Stochastic Optical Reconstruction Microscopy Project)
- Cleaned data and provided visualization on simulated and experimental datasets using correlation matrix and histogram (Matplotlib, Plotly)
- Performed spatial analysis with Ripley's K Function to identify the size of clusters (R: Spatstat)

NIELSEN Beijing, CHINA   **April 2018-July 2018**
Business Analysis Intern of Auto Department
- Designed and conducted customer survey via Qualtric to evaluate service quality, strengthening staff management and dealership service
- Analyzed competition landscape for BMW by tracking BTL (Below-the-Line) campaigns of Audi and Mercedes to give recommendations about how client could do better to compete with its competitors

LENOVO Beijing, CHINA   **December 2017-April 2018**
Data Analytics & Business Intelligence Intern of AP Operation Team
- Extracted timing after-sales KPI metric data (order fulfillment time, consumer claim rate, backlog, etc.) of every branch in the Asian-Pacific region utilizing SQL Server, saving teammate time for preparing data
- Summarized and visualized data through Pivot Table and Qlik Sense (BI Platform) respectively to provide an overview of Lenovo customer service performance and create standard for grading staff, reducing labor costs and optimizing salary allocation

PROJECT EXPERIENCE

UDACITY On-Line   **January 2020-May 2020**
Code Source Link: Aria's Github
- Conducted hotel research by analyzing authentic datasets and building predictive model. The main findings have been posted here
- Constructed Machine Learning Pipeline to predict response categories after inputting an emergency message during disaster
- Made article recommendations (Rank-based, Collaborative, SVD) for IBM Watson Studio platform based on historical user interactions.

WASH U PRACTICUM St Louis, MO   **August 2019-December 2019**
Data Science Consultant for Direct Supply
- Initiated exploratory analysis; Cleaned text data through tokenization and Hierarchical Clustering for 49411 product descriptions; Proposed real-time bundling strategy via Affinity Analysis; Established personalized subscription, which will highly cut market costs for client

TAYLOR COMMUNITY St Louis, MO   **October 2018-December 2018**
Data Analytics Consultant for Covenant Place
- Led demographic and geographic research to initiate project and avoid a lot of time wasted; Built customer survey via Google Form, interviewed target audience, and presented results on Tableau to generate marketing strategies

ACTIVITIES / INTERESTS

- *Teaching Assistant* - SQL and Database Design & Predictive Analytics (Wash U courses); Chinese New Oriental School
- *President* - Guitar Association of Beijing Forestry University
- *Rock Band Founder* - "Heavy Cheese" and "Mr. Carbon"   *Hobbies* - Rock music, piano, guitar, sketch, photography